

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37675  
**Alt Order #:** 08887781  
**Product Desc:** Horsford/DCCC  
**Estimate:** 2193  
**Flight Dates:** 10/23/12 - 10/24/12  
**Original Date / Rev:** 10/22/12 / 10/22/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency**  
**Name:** GMMB  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Horsford - DCCC  
**Demographic:** A35+  
**Product Codes:** PO1  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	7	\$5,925.00	\$5,036.25
10/29/12	10/29/12	3	\$2,125.00	\$1,806.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	7	\$5,925.00	\$5,036.25	0.00
November 2012	3	\$2,125.00	\$1,806.25	0.00
<b>Totals</b>	<b>10</b>	<b>\$8,050.00</b>	<b>\$6,842.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KLAS	30%	\$8,050.00
Market	100%	\$26,833.33

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$6,708.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,341.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/23/12	10/29/12	8 News Now 6a M-F	CM	6-7a	MTW----	:30	1	\$275.00	LV1	0.00	NM	1	\$275.00
8 NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTW----			1			\$275.00		0.00			
E 2	8	10/23/12	10/29/12		CM	7-9a	MTW----	:30	1	\$200.00	LV1	0.00	NM	1	\$200.00

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Product Desc: Horsford/DCCC  
Estimate: 2193  
**KLAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				CBS This Morning 7-9a											
				CBS This Morning											
				CBS THIS MORNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTW----				1	\$200.00		0.00				
E 3	8	10/23/12	10/29/12	Live w/Kelly Live w/Kelly	CM	9-10a MTW----	:30	1	\$300.00	LV1	0.00	NM	1	\$300.00	
				LIVE! WITH KELLY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTW----				1	\$300.00		0.00				
E 4	8	10/23/12	10/29/12	Price Is Right Price Is Right	CM	10-11a MTW----	:30	1	\$450.00	LV1	0.00	NM	1	\$450.00	
				PRICE IS RIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTW----				1	\$450.00		0.00				
E 5	8	10/23/12	10/29/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p MTW---- (4:30 PM-5:00 PM)	:30	1	\$1,575.00	LV1	0.00	NM	1	\$1,575.00	
				8 NEWS NOW AT 4PM & 430PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTW----				1	\$1,575.00		0.00				
E 6	8	10/23/12	10/29/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p MTW----	:30	1	\$1,750.00	LV1	0.00	NM	1	\$1,750.00	
				8 NEWS NOW ROTATION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTW----				1	\$1,750.00		0.00				
E 7	8	10/23/12	10/29/12	630-7p Inside Edition Inside Edition	CM	630-7p MTW----	:30	1	\$1,400.00	LV1	0.00	NM	1	\$1,400.00	
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTW----				1	\$1,400.00		0.00				
E 8	8	10/23/12	10/29/12	7-8p Rotator 7-8p Rotator	CM	7-8p MTW----	:30	1	\$1,225.00	LV1	0.00	NM	1	\$1,225.00	
				ET/INSIDER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTW----				1	\$1,225.00		0.00				
E 9	8	10/23/12	10/29/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p MTW----	:30	1	\$600.00	LV1	0.00	NM	1	\$600.00	
				8 NEWS NOW AT 11PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTW----				1	\$600.00		0.00				
E 10	8	10/23/12	10/29/12	Letterman Letterman	CM	1135p-1237a MTW----	:30	1	\$275.00	LV1	0.00	NM	1	\$275.00	
				LATE SHOW w. LETTERMAN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	MTW----				1	\$275.00		0.00				
													Totals	10	\$8,050.00